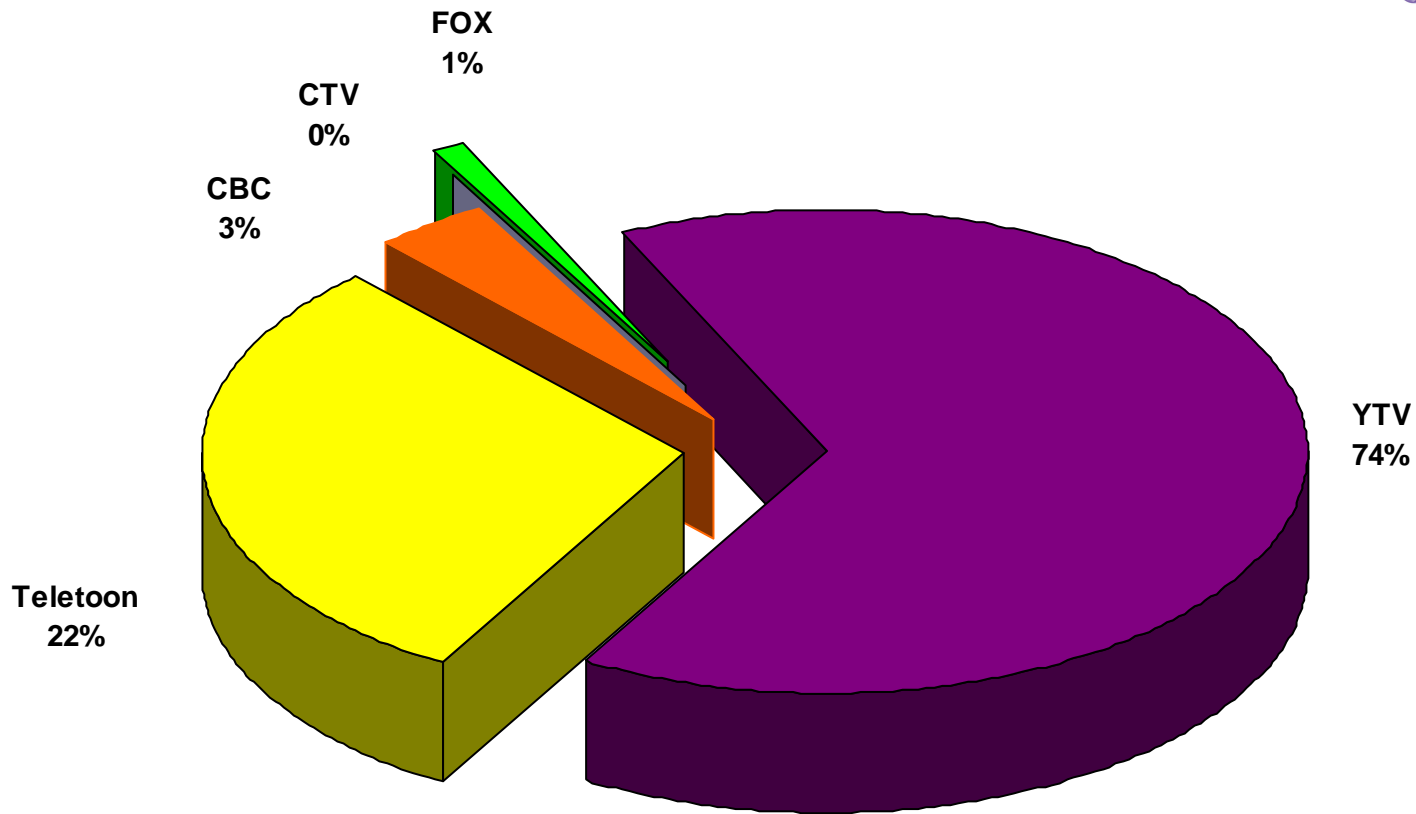


National Purchasable Ratings – Boys 6-11

YTV captured a 74% share of purchasable Total Canada Boys 6-11 ratings in Fall 2004



Source: Nielsen People Meters – Total Canada
Fall 2004 STD Sept. 6/04 to Dec. 26/04 (16 weeks)
Share for each broadcaster calculated from total weekly kid ratings in kid-targeted programs